



**INTERNATIONAL MEDICAL TRAVEL JOURNAL**  
THE WORLD LEADING JOURNAL FOR THE MEDICAL TRAVEL SECTOR



The number one source of news, views and insight into medical travel

[www.imtj.com](http://www.imtj.com)

## OPPORTUNITIES FOR CONFERENCE & EXHIBITION ORGANISERS Media Pack 2015

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# 1. Background

## History of IMTJ

The International Medical Travel Journal ([www.imtj.com](http://www.imtj.com)) was created in 2007 in response to the worldwide development of the medical tourism and medical travel sector. In the seven years since IMTJ was launched, we have seen the development of a medical travel sector which has attracted the attention of over 100 countries around the world. But the industry has a long way to go to reach maturity. It's not easy for those involved to make decisions based on trustworthy data and information and to keep up to date with a changing marketplace.

IMTJ has established a reputation as a "voice of reason" and the place to go, when you really need to understand the industry. We have avoided the hype. We've questioned the claims and practices of industry proponents. We've given you facts. We've given you analysis. IMTJ will remain the independent and trustworthy voice of medical travel.

IMTJ comprises the website at [www.imtj.com](http://www.imtj.com) and a two-weekly e-newsletter, distributed to around 18,000 senior people around the medical travel industry.

## 2015 re-launch

2015 has seen the launch of a new, improved IMTJ site. We talked to people about what they need to guide their activities in the medical travel sector. We've extended our content, making it more accessible and easier to locate the information that's relevant to your healthcare business.

Our news service has been expanded. We publish upwards of 60 news stories per month.

Articles focus on the key issues that face the industry. Content is tagged by topic and sector to make it simple to find content that is relevant to you.

Our reports gather and analyse the data that's available on this industry. We provide new in depth country profiles that enable you to get "all you need to know" about a medical tourism destination or source country at a glance.

IMTJ provides the ultimate "Who's Who" of medical travel... our enhanced medical travel directory embraces over 5,000 hospitals, clinics and businesses worldwide that provide services to international patients.

The International Medical Travel Journal is run by [Intuition Communication Limited](#) who also operate market leading business to consumer sites for medical tourism such as; [Treatment Abroad](#), [DoctorInternet](#), [Medical Tourism Ratings and Reviews](#), and in the UK healthcare sector, [Private Healthcare UK](#) and the [Harley Street Guide](#).

## 2. A new business model – subscriber-only content

Many users benefit from the free content that we deliver through IMTJ. But the new IMTJ offers premium content on a subscription basis. Access to valuable resources such as the Country Profiles is on a subscriber-only basis. Profiling your business in the IMTJ Directory requires a subscription. There are different levels of subscription to fit your information needs and your budget.

Prices are per year and exclude VAT	FREE	Subscriber	Subscriber+	Country Subscriber
Single User	Free	£100	£200	£500
Up to 3 users	Free	£200	£300	£750
Up to 4 users	Free	£300	£400	£1000
Discount on Selected Reports	0%	10%	15%	20%

Full details of what is included within each package can be found on the [Subscription page at IMTJ](#), where you can purchase a subscription.

### 3. Promotional opportunities on the IMTJ web site

The IMTJ web site represents the ideal online medium to generate awareness of your event and to attract sponsors, exhibitors and delegates

#### Featured Conferences and Exhibitions

IMTJ maintains an Event Calendar at <http://www.imtj.com/medical-tourism-events/>. Events which are featured in this section are also featured throughout the site.

Your Featured Page profiles your event and your organisation. It can act as a shop window to the industry, providing downloadable registration forms and speaker request forms. The page will also prove beneficial in generating Google visibility for your event.

The cost for a Featured Event is:

- £500 for a three month period
- £900 for a six month period.



The screenshot displays the IMTJ website interface. At the top, there is a navigation bar with links for HOME, ABOUT US, ADVERTISING, and SITE MAP, along with social media icons for Facebook, Twitter, YouTube, and LinkedIn. A shopping cart icon, LOGIN, and SUBSCRIBE button are also present. The main header features the IMTJ logo and the tagline 'INTERNATIONAL MEDICAL TRAVEL JOURNAL THE WORLD LEADING JOURNAL FOR THE MEDICAL TRAVEL SECTOR'. A BLOG button and a search bar are located on the right. Below the header is a secondary navigation bar with categories: TOPICS & SECTORS, INSIGHT, NEWS, EVENTS, REGIONS, HEALTHCARE PROVIDERS, AGENTS & FACILITATORS, ORGANISATIONS, SERVICES, and RESOURCES. The main content area shows a breadcrumb trail: Home > Events > Moscow MedShow: Medical Tourism from Russia. The event title 'MOSCOW MEDSHOW: MEDICAL TOURISM FROM RUSSIA' is prominently displayed, followed by the dates '18 September, 2015 to 19 September, 2015'. A 'CURRENT TAGS' section lists 'COUNTRY: Russia'. The event description mentions the 'Tishinka' Exhibition Centre in Moscow, Russia, and states that the Spring Moscow MedShow is a specialised B2C exhibition. A graphic for 'Moscow MEDSHOW Medical Tourism from Russia' is shown. The text concludes that the event attracts more than 3,500 high quality visitors. On the right side, there is a sidebar with an advertisement for 'IMTEC International Medical Travel Exhibition and Conference' and an 'ADD AN EVENT' button with a play icon.

## Banner advertising

Banner advertising is a highly effective branding tool and can deliver high value business through visitor click-throughs. If you are looking to establish the name of your business or service in the minds of our targeted readership, this tool provides a cost effective method of reaching your target audience.

There are two banner positions on the website:

- Square banner: 250 x 250 pixels (appears top right)
- Leaderboard banners: 728 x 90 pixels (appears foot of page)

Advertisers need to provide banners in both sizes and delivery of these will be randomized across the site. Banners can be static or animated and must not exceed 60kb file size. All banner advertising is booked on the site on a **monthly basis at a fixed rate of £500**.

## Banner positions



The screenshot shows the homepage of the International Medical Travel Journal (IMTJ). The main article is titled "GREECE CRISIS... THE IMPLICATIONS FOR GREEK MEDICAL TOURISM" by Ian Youngman, dated 31 July 2015. A 250 x 250 pixel banner advertisement for the "Moscow MEDSHOW" is positioned on the right side of the page. The banner features a colorful logo, a photo of people at a conference, and text indicating the event dates (18-19 September 2015) and a call to action to meet Russian clients. A green arrow points to the banner with the text "250 x 250 pixels". Below the banner is an "ADD AN ARTICLE" section with a blue button.

728 x 90  
pixels

The screenshot displays the IMTJ website interface. On the left, there are two article listings: 'Infrastructure and Indicators of Healthcare in the Caribbean Report' (01 October, 2013) and 'Treatment Abroad Medical Tourism Survey 2012' (01 July, 2012). On the right, under the 'medical tourism' category, there are two more articles: 'Russian Patients' (15 June, 2015) and 'A fortune in pyramids' (12 June, 2015). A central banner advertisement for Saudi German Hospital is featured, with the text 'YOUR DESTINATION FOR BETTER HEALTH...' and contact information: '+971 4 3890000', '+971 55 9514755', and 'info@sghdubai.com'. The hospital's logo and name in Arabic and English are also present. The footer includes the IMTJ logo, navigation links for 'TOPICS & SECTORS', 'INSIGHT', 'NEWS', 'EVENTS', 'REGIONS', 'HEALTHCARE PROVIDERS', 'AGENTS & FACILITATORS', 'ORGANISATIONS', 'SERVICES', and 'RESOURCES', and copyright information for 2015 IMTJ.

### *Banner advertising design*

We also provide a banner advertising design service, if required. This is sourced through a third party supplier and there is a minimal charge for the creation of the banner designs. Cost varies according to the complexity of the design. Around £250 - £350 is a typical design cost.

## 4. E-newsletter marketing opportunities

The International Medical Travel e-newsletter is distributed on a 2-weekly basis to around 18,000 contacts, embracing senior management, marketing and operational staff worldwide in a broad spectrum of businesses involved in the medical travel sector.

Insight into the medical travel industry from IMTJ | Can't see this? [Click here to view online](#)

**IMTJ™** INTERNATIONAL MEDICAL TRAVEL JOURNAL  
THE WORLD LEADING JOURNAL FOR THE MEDICAL TRAVEL SECTOR

**News, views and insight into the medical travel industry**  
Welcome to the IMTJ Newsletter.  
Stay up to date with the latest news and updates on medical tourism from the International Medical Travel Journal.

**SUBSCRIBE**  
TO READ MORE

in | | f | You Tube

31st July 2015

**EDITORS CHOICE**

**Slowly, slowly.... The EU Directive on Cross Border Healthcare**  
Take-up slow despite big effort and investment.

**LATEST INSIGHT**

**When will medical tourism reach the tipping point? (Part 1)**  
Is medical tourism getting there....?

**FREE ACCESS**

**Moscow MEDSHOW**  
Medical Tourism from Russia  
18-19 September 2015  
Meet Russian clients interested in Medical Treatment abroad  
[www.medshow.ru](http://www.medshow.ru)

**LATEST NEWS**

**Middle East health insurance**  
Employers ignorant of new health insurance laws

**International accreditation update**  
2015 edition of ISO 9001 to be published

**Global tourism statistics**  
International tourist arrivals up 4% in the first four months of 2015

**GREEK EXIT**  
**Greece crisis: Greek medical tourism implications**  
Tan Youngman weighs in on the

The e-newsletter is distributed to hospitals, clinics, health insurers, accreditation services, technology providers, medical tourism agencies, assistance companies, and tourism organizations in over one hundred countries.

The e-newsletter carries latest news updates on the medical travel industry.

Anyone can sign up to receive the e-newsletter, it's free! [Register for the newsletter](#)



## Featured Event

Your event can be featured within the newsletter in addition to a listing under Forthcoming Conferences and Events.

**FEATURED EVENTS**

**The Medical Tourism Training Short Course**  
The medical tourism training short course is a professional skills improvement program for medical travel sector specialists.  
**Location:** II International Medical Tourism School, Kiev, Ukraine  
**Dates:** 11 September 2015

**Moscow MedShow: Medical Tourism from Russia**  
Moscow MedShow is the only specialised B2C event in Moscow that brings you into direct contact with potential Russian clients.  
**Location:** "Tishinka" exhibition centre Russia, Moscow  
**Dates:** 18-19 September 2015

**IMTEC Dubai (3rd International Medical Travel Exhibition and Conference)**  
The International Medical Travel Exhibition & Conference (IMTEC) provides a unique platform for the global medical travel market to meet, network and discuss the latest

**Advertisement**  
**IMTEC**  
International Medical Travel Exhibition and Conference  
**7-8 October 2015**  
Dubai International Convention & Exhibition Centre  
**Register NOW!**

**FEATURED PROVIDERS**

**LUX MED**  
Hospital in Warsaw, Poland, offers a comprehensive range of plastic surgery procedures and treatments including breast augmentation, breast uplift, facelift, liposuction, abdominoplasty, gynaecomastia, brow lift, nose reshaping, eyelid correction and non-surgical cosmetic treatments.

**Global Care Clinic**  
The Global Care Clinic in Belgium provides a comprehensive range of surgical and non-surgical

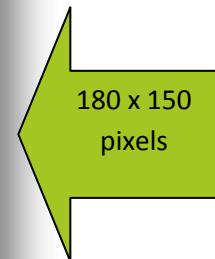
The cost for featuring your event in the IMTJ newsletter is:

- £600 for a three month period (6 issues)
- £1,000 for a six month period. (12 issues)

## Banner advertising in the e-newsletter

Your advertisement (180 x 150 pixels) will appear in one of two positions; either at the top right of the newsletter or at around the midpoint of the newsletter on the right. The cost is:

- Top right - £500 per month (2 issues)
- Midpoint right - £400 per month (2 issues)



We also provide a banner advertising design service, if required. Cost varies according to the complexity of the design. Around £250 is a typical design cost.

## 5. The rate card in detail

Below is a breakdown of costs for the marketing tools available on the website and e-newsletter.

We can work out a package of featured profiles, banner advertising and featured content tailored to your specific marketing needs.

### *Featured Event profile on the IMTJ website*

Section	Cost
Featured event – three months	£500
Featured event – six months	£900

### *Banner advertising: Web site and newsletter*

Description	Cost
Web site: : 1 month	£500
Newsletter. Appears in 2 consecutive issues	
Top right	£500
Midpoint right	£400

### *E-newsletter: Featured Event*

Description	Cost
Featured content for three month period (6 issues)	£600
Featured content in six month period (12 issues)	£1,000

## 6. Who to contact

For further information about International Medical Travel Journal:

Call      Tim Budgen – International Business Manager  
            +44 (0) 1442 817829

Email     [timbudgen@treatmentabroad.com](mailto:timbudgen@treatmentabroad.com)

Write:    Intuition Communication Ltd  
            3 Churchgates  
            Wilderness  
            Berkhamsted  
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